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Super Bowl Fans Don't Let Super Bowl Fans Drive Drunk One Game. One Dream. One Decision. – Designate a Sober Driver

[Indianapolis, IN]– The Governor's Council on Impaired & Dangerous Driving announced Thursday they are joining forces with the National Football League (NFL) and the Techniques for Effective Alcohol Management (TEAM) Coalition to remind all fans celebrating with alcohol to make the right decision before kickoff and designate a sober driver.

"We are reminding everyone this weekend that real Super Bowl *Fans Don't Let Fans Drive Drunk*," said Mike Cunegin, executive director of the Indiana Criminal Justice Institute (ICJI). "If you plan to consume alcohol – whether at a sports bar or a house party - make sure you designate a sober driver. Designated drivers increase the likelihood that everyone will get home safely."

This local message is a part of the NFL-TEAM season-long, *Responsibility Has Its Rewards* national campaign. Throughout the season, at all 31 NFL stadiums, fans who pledged to be designated drivers and to always buckle up earned a chance to win the ultimate prize – a trip to Super Bowl XLI in Miami, FL. at Dolphin Stadium.

According to the Designated Driver poll completed by the Data Development Corporation, 70 percent of the adult population have been designated drivers or have been driven home by one. That means 148 million Americans already know how to drink responsibly and how to prevent the needless tragedies that result from drunk driving. The message, "*Fans Don't Let Fans Drive Drunk*," not only applies to Super Bowl weekend, but applies to every sporting event - all the time.

"We want everyone to make the right decision on Super Bowl Sunday, said Traffic Safety division Director, Ryan Klitzsch. "Designating a sober driver should be an obvious call in everyone's play book. Making sure designated drivers know how much they are appreciated for their responsible decision is what will make this year's celebration extra special – and extra safe."

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If you are hosting a Super Bowl party:

- Make sure all of your guests designate a sober driver before kickoff, or help arrange carpooling with other sober drivers.
- Find unique ways to recognize the designated drivers at your party:
 - Offer them a great spot to watch the game.
 - Whatever non-alcoholic beverage they are drinking, make sure their glass is always full.
 - Let them have the first pass at the buffet table.
 - Make sure their car is easy to access.
- Serve plenty of food – and include soft drinks, juice, and water.
- Stop serving alcohol at the end of the third quarter of the game (just like NFL stadiums) and begin serving coffee and dessert.
- Program the numbers of local cab companies into your phone so they are just one touch away.
- Take the keys away from anyone who is thinking of driving while impaired.
- Only serve alcohol to guests over 21 years of age.

If you are attending a Super Bowl party or watching the game at a sports bar or restaurant:

- Designate your sober driver before the party begins.
- Give your designated driver your car keys and express your appreciation.
- Find unique ways to recognize the designated drivers when you are out a bar or restaurant:
 - Offer to be the designated driver the next time you go out.
 - Cover the cost for parking or even pay for a tank of gas.
 - Whatever non-alcoholic beverage they are drinking, make sure their glass is always full.
 - Pick up the tab for their food and drink.
- Before going out, program the numbers of local cab companies in your cell phone so if you find yourself in need of a ride, it is just one touch away.
- Avoid drinking too much alcohol too fast. Pace yourself—eat enough food, take breaks and alternate with non-alcoholic drinks.
- Never let a friend leave your sight if you think they are about to drive while impaired. Remember, *Fans Don't Let Fans Drive Drunk*.
- Always buckle up – it's your best defense against impaired drivers.

The TEAM Coalition – an alliance of professional and collegiate sports, entertainment facilities, concessionaries, stadium service partners, the beer industry, broadcasters, traffic safety experts and others including RADD (Recording Artists, Actors and Athletes Against Drunk Driving) – works to promote responsible drinking and positive fan behavior at sports and entertainment facilities.

For more information, please visit www.TeamCoalition.org or www.StopImpairedDriving.org.

The Governor's Council on Impaired & Dangerous Driving serves as the public opinion catalyst and the implementing body for statewide action to reduce death and injury on Indiana roadways. The Council provides grant funding, training, coordination and ongoing support to state and local traffic safety advocates.

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